

LEO BURNETT COMPANY, Inc.

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## Yesterday's cigarette holder.

## Today's.

The tip of a Parliament works like those big holders of yesteryear.

It has a firm outer shell. Firm enough to bite on. And the filter is recessed inside. Away from your lips. All to give you a taste that's good and clean. Parliament. It's got today's cigarette holder.



Kings: 10 mg "tar," 0.9 mg nicotine—  
Kings: 10 mg "tar," 0.9 mg nicotine in one cigarette.  
KTC Report #71



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Source: <https://www.industrydocuments.ucsf.edu/docs/pfln0003>